



IN-STORE

MERCHANDISING - POINT OF SALE - SUPPORT
DETAILS ON PAGE 256-257



IN-STORE

Our in house marketing support team can work with you to supply you a comprehensive range of in-store marketing support:

BESPOKE POSTERS - branded, dual branded for product awareness

PROMOTIONAL FLYERS - Branded, dual branded and bespoke to help sell out

APPLICATION CHARTS to ensure you and your customers select the right diamond blade or core for the application and at the performance level they require

PRODUCT INFORMATION CARDS - gives the user more information about a particular product where the packaging might limit this

OUT OF STOCK CARDS - ensure that your stocks are easily kept up to date and re-ordering is simplified



BRANCH SUPPORT

OUTDOOR BANNERS

6 x 2ft outdoor weatherproof banner to shout that DURO is stocked at your branch

STOCKIST SIGNS

Door decals to promote DURO products in-store

TRADE DAYS

Your area sales manager is on hand to help with promotional branch open days



PRODUCT TRAINING & APPLICATION ADVICE

INTERNAL & EXTERNAL STAFF TRAINING

- our national team of area sales managers are on hand to provide product training to trade counter, internal staff and

your external sales teams to ensure all are fully confident with their knowledge of DURO products

- Which product
- For which application
- In what material
- With which machine
- Using best practise



ONLINE SUPPORT

WEBSITE - DURO's internal marketing support team can work with you to ensure you have access to the most up to date product images, action images and banner creation to enhance your site

E-COMMERCE - DURO can also work with your e-commerce site to ensure that you have not only the correct imagery but also the correct data to support on-line sales



PRODUCT VIDEOS & IMAGERY

VIDEO STOCK - DURO can supply videos for you to use for in-store awareness, online enhancement or for product training

IMAGE LIBRARY - DURO can also give full access to product and action images to enhance in-store, on-line and end user activity



FOLLOW US ON SOCIAL MEDIA



BESPOKE MERCHANTISER INSTALLS

TOOLBAR SOLUTIONS - A range of solutions for merchandising DURO power tool accessories in every type of distributor showroom

INSTALLATION & MAINTENANCE - Our National team of area sales managers can assist with the installation and maintenance of your toolbars

SHOWCASE - This will ensure you are showcasing the DURO product range to enhance your sales and use in-store space to the maximum



1 METRE



1/2 METRE



1 METRE CORNER UNIT

The 1 metre and 1/2 metre variants can be free standing or be joined together in a run
Supplied free of charge with qualifying orders.

The corner unit is not free standing & must be used in conjunction with 1 metre or 1/2 metre toolbars connected left and right
Supplied free of charge with qualifying orders.



- Standard toolbars come unlit but can be retro-fitted with down lighting
- DURO also offer a wide range of accessories to make the best use of your valuable toolbar investment
- Space saving angled hooks, abrasive disc shelving, blade racks & counter top trays, catalogue holders
- Wide & narrow shelves for stock that won't hang and product focus, drill displays and display boxes



ABRASIVE DISC SHELVES
SPACE SAVING SOLUTIONS FOR MULTIPLE TYPES OF ABRASIVES



COUNTER TOP DISPLAYS
IDEAL FOR COMPACT BLADE STORAGE AND PROMOTION



BLADE RACKS

HIGH IMPACT BLADE STORAGE SOLUTION - METRE WIDE UNIT
PRODUCT TYPE AND SIZE IDENTIFICATION IS POSSIBLE



METRE WIDE SHELVES

UNIVERSAL SHELF FOR IN-STORE STORAGE OF MULTIPLE PRODUCT TYPES



SMALL SHELVES

UNIVERSAL SHELF FOR IN-STORE STORAGE - IN-BUILT CORE SECURITY



CATALOGUE HOLDERS

COMPACT TOOLBAR STORAGE FOR DURO REFERENCE CATALOGUES



DRILL DISPLAYS

FREE STANDING OR TOOLBAR READY DRILL DISPLAY



LEFT / RIGHT SPACE SAVER HOOKS

SAVE A HUGE AMOUNT OF IMPORTANT TOOLBAR SPACE WITH THESE LEFT OR RIGHT FACING BLADE HOOKS



POINT OF SALE STORAGE

IDEAL FOR ABRASIVES, 2 STROKE OILS & TWIN PACKS

All Above Merchandising Accessories Are Supplied free of charge with qualifying orders

DESCRIPTION	PART CODE
1 Metre Toolbar	TB1M-C
1/2 Metre Toolbar	TB1/2M-C
1 Metre Corner Unit	TB1M-CORNER
Abrasive Shelf - 115/125 mm	TB-ABRASIVE_SHELF_115-125
Abrasive Shelf - 230 mm	TB-ABRASIVE_SHELF_230
Abrasive Shelf - 300 mm	TB-ABRASIVE_SHELF_300
Counter Top Display	CTU-BLADE-C
Metre Wide Universal Shelf	TB1M-C-SHELF-1M

DESCRIPTION	PART CODE
Small Universal Shelf	TB1M-C-SHELF-SMALL
Metre Wide Blade Rack - Left	TB1M-C-BLADE-RACK-L
Metre Wide Blade Rack - Right	TB1M-C-BLADE-RACK-R
1M Toolbar - Replacement Header	TB-GRAPHIC-HEADER
Space Saver Blade Pack Hook - Right	SSHOOKS-R-M
Space Saver Blade Pack Hook - Left	SSHOOKS-L-M
Wire Rack For Drills Display - 3 Tier	DRILLDISPLAY-C
Catalogue Holder	TB1M-C-CAT-HOLDER

INSTORE



**BESPOKE
MERCHANDISER
INSTALLS**

**TO FIT ANY
SIZE OF IN-STORE
DISPLAY AREA**

